

**Listing of Claims:**

Claim 1 (Currently Amended): A method comprising:

determining at least two meaningful words in an original program title of an electronic program guide, wherein each of the at least two meaningful words appears at least once in a database storing program titles, the at least two meaningful words including a first word and a second word;

determining that the first word appears in the database at a greater frequency than the second word;

determining that the first word is a less descriptive word in response to determining that the first word appears in the database with a greater frequency than the second word;

selectively removing the less descriptive word from the program title;

determining a plurality of essential words of the program title based on a meaning of the program title, wherein the plurality of essential words convey the meaning of the program title;

determining the number of characters necessary to display the plurality of essential words; and

removing an essential word if the number of characters necessary to display the plurality of essential words is greater than a specified number of characters, to create an abbreviated program title;

transmitting the abbreviated program title to a client device; and

transmitting the original program title to the client device; and,

transmitting instructions for displaying wherein the transmitted abbreviated program title and the transmitted original program title are configured to the abbreviated program title be interchangeably with the original program title interchanged in a program title field of the electronic program guide at a first location.

Claim 2 (Canceled).

Claim 3 (Currently Amended): The method of claim 1, further ~~including~~ comprising:

determining at least one relational word of the program title; and

replacing the at least one relational word with a representative character.

Claim 4 (Currently Amended): The method of claim 1, further ~~including~~comprising:  
abbreviating at least one of the plurality of essential words if the number of characters necessary to display the plurality of essential words is greater than the specified number of characters.

Claim 5 (Canceled)

Claim 6 (Currently Amended): The method of claim 21, wherein the at least one nonessential, nonrelational word comprises all of the words selected from the group consisting of ~~adverbs, adjectives, prepositions, and~~ and articles.

Claim 7 (Currently Amended): The method of claim 4, wherein the at least one essential word comprises all of the words selected from the group consisting of subjects, objects, ~~nouns,~~ and verbs.

Claim 8 (Previously Presented): The method of claim 1, wherein an essential word occurring most frequently in a database is removed.

Claim 9 (Currently Amended): A non-transitory machine-readable storage medium storing instructions which, when executed by a processor, cause the processor to perform:

determining at least two meaningful words in an original program title, wherein each of the at least two meaningful words appears at least once in a database containing program titles, the at least two meaningful words including a first word and a second word;

determining that the first word appears in the database at a greater frequency than the second word;

determining that the first word is a less descriptive word in response to determining the first word appears in the database with a greater frequency than the second word;

selectively removing the less descriptive word from the program title;

determining a plurality of essential words of the program title based on a meaning of the program title, wherein the plurality of essential words convey the meaning of the program title;

determining the number of characters necessary to display the plurality of essential words; and

removing an essential word if the number of characters necessary to display the plurality of essential words is greater than a specified number of characters, to create an abbreviated program title;

transmitting the abbreviated program title to a client device; and

transmitting the original program title to the client device; and,

wherein the transmitted abbreviated program title and the transmitted original program title are configured to be~~transmitting instructions for displaying the abbreviated program title interchangeably interchanged~~with the original program title in a program title field of an onscreen program guide at a first location.

Claim 10 (Canceled).

Claim 11 (Previously Presented): The non-transitory machine-readable storage medium of claim 9, further comprising instructions for:

determining at least one relational word of the program title; and

replacing the at least one relational word with a representative character.

Claim 12 (Previously Presented): The non-transitory machine-readable storage medium of claim 11, further comprising instructions for:

abbreviating at least one of the plurality of essential words if the number of characters necessary to display the plurality of essential words is greater than the specified number of characters.

Claim 13 (Canceled)

Claim 14 (Currently Amended): The non-transitory machine-readable storage medium of claim 22, wherein the at least one nonessential, nonrelational word comprises all of the words selected from the group consisting of ~~adverbs, adjectives, prepositions, and~~ and articles.

Claim 15 (Currently Amended): The non-transitory machine-readable storage medium of claim 12, wherein the at least one essential word comprises all of the words selected from the group consisting of subjects, objects, ~~nouns,~~ and verbs.

Claim 16 (Previously Presented): The non-transitory machine-readable storage medium of claim 12, wherein an essential word occurring most frequently in the database is removed.

Claim 17 (Previously Presented): An apparatus comprising:  
a memory; and  
a processor configured to, upon execution of one or more computer readable instructions stored in the memory, perform:

(a) determining at least two meaningful words in an original program title, wherein each of the at least two meaningful words appears at least once in a database containing program titles, the at least two meaningful words including a first word and a second word;

(b) determining that the first word appears in the database at a greater frequency than the second word;

(c) determining that the first word is a less descriptive word in response to determining the first word appears in the database at a greater frequency than the second word; and

(d) selectively removing the less descriptive word from the program title;

(e) determining a plurality of essential words of the program title based on a meaning of the program title, wherein the plurality of essential words convey the meaning of the program title;

(f) determining the number of characters necessary to display the plurality of essential words;

(g) removing an essential word if the number of characters necessary to display the plurality of essential words is greater than a specified number of characters, to create an abbreviated program title;

(h) transmitting the abbreviated program title to a client device; and

(i) transmitting the original program title to the client device; and

a display device configured to display the abbreviated program title interchangeably with the original program title in a program title field of an onscreen program guide at a first location.

Claim 18 (Canceled).

Claim 19 (Previously Presented): The apparatus of claim 17, wherein the processor is further configured to:

parse text of the program title;

determine at least one nonessential, nonrelational word of the program title;

remove the nonessential, nonrelational word from the program title;

determine at least one relational word of the program title; and

replace the at least one relational word with a representative character.

Claim 20 (Previously Presented): The apparatus of claim 17, wherein the processor is further configured to:

parse text of the program title;

determine at least one nonessential, nonrelational word of the program title;

remove the nonessential, nonrelational word from the program title;

determine at least one relational word of the program title; and

replace the at least one relational word with a representative character;

abbreviate at least one of the plurality of essential words if the number of characters necessary to display the plurality of essential words is greater than the specified number of characters.

Claim 21 (Currently Amended): The method of claim 1, wherein the method further includes comprises:

parsing text of the program title,  
determining at least one nonessential, nonrelational word of the program title; and  
removing the nonessential, nonrelational word from the program title.

Claim 22 (Previously Presented): The non-transitory machine-readable storage medium of claim 9, further comprising instructions for:

parsing text of the program title,  
determining at least one nonessential, nonrelational word of the program title; and  
removing the nonessential, nonrelational word from the program title.

Claim 23 (Previously Presented): The apparatus of claim 17, wherein the method further comprises:

parsing text of the program title,  
determining at least one nonessential, nonrelational word of the program title; and  
removing the nonessential, nonrelational word from the program title.

Claim 24 (Previously Presented): The apparatus of claim 17, wherein the apparatus is a set-top box.

Claim 25 (Previously Presented): The apparatus of claim 17, wherein the apparatus is a head end device.

Claim 26 (Previously Presented): The apparatus of claim 24, wherein the set-top box receives signals through a satellite network, and wherein the set-top box is connected to a television.

Claim 27 (Previously Presented): The apparatus of claim 26, wherein the television is the display device.

Claim 28 -31 (Canceled).

Claim 32 (Currently Amended) The method of claim 1, ~~further comprising~~ wherein the transmitted abbreviated program title and the transmitted original program title are configured to be interchanged in the program title field responsive to a zoom command.

~~transmitting instructions for transitioning the display between the abbreviated program title and the original program title upon receipt of a zoom command.~~